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MILLERSVILLE UNIVERSITY ARCHIVES

PROPOSAL FOR WMSR EDUCATIONAL FM RADIO STATION

Millersville State College, Millersville, Pennsylvania

I. Rationale

For the past several weeks, the Executive Council and many station members at WMSR have discussed various issues and problems involved in changing our format from a low-power, AM carrier-current system to a 10 watt Educational FM system. We feel this change is long overdue. Under the current system, the radio station's signal is not reaching many of the students. In order to make the present system operate satisfactorily, we would have to spend approximately three thousand dollars on additional transmitting equipment. Rather than spend more money on this AM carrier-current system, however, we would like to purchase equipment which would enable us to simultaneously broadcast a 10 watt FM signal. This signal would reach all residents of Millersville and possibly fringe areas of Lancaster. We feel that if WMSR operated as a 10 watt Educational FM station, the community would be much more aware of various functions of Millersville State. For example, coverage of sporting events and cultural programs would reach all the residents of Millersville who have access to an FM receiver. Since Millersville does not have a newspaper, radio station, or T.V. station of its own it has had to depend on surrounding larger cities for communication needs. Certainly the college and community would greatly benefit from the closer communication possible with local FM broadcasts. By utilizing the available Dial-Access system of Ganser Library, WMSR would be able to offer the college and community a large volume of quality educational programs.

An additional factor in our desire to broadcast an FM signal is that of engineering and maintenance. Under the present system, the engineer must do maintenance work on various transmitters located in Bard Hall, Burrowes Hall, Gaige Hall, Gordinier Hall, and Lenhardt Hall. On occasion, the coupling units located in the dormitories not mentioned also require attention. As it stands, the engineer should do maintenance work on these transmitters every few weeks. This involves obtaining a key from the person in charge of the particular building where the work is to be done, or, if that person is not available, calling security to have them open the door to the room housing the equipment. As it turns out, much time is spent traveling to various buildings and waiting for a key to gain access to the transmitting equipment. With an FM system, however, all this would change. The transmitter, its limiting equipment, and antenna would all be installed at one location to simplify maintenance. (Tentative suggestions for this location are the room housing the elevator motors on the roof of Ganser Library, or, the maintenance room closest to the roof of Burrowes Hall.) Furthermore, the nature of FM transmitting equipment is such that it is not only easier to maintain (an efficient metering system monitors the transmitter's operation), it requires much less maintenance than the

AM equipment we are presently utilizing. Also, an FM signal is of much higher listening quality than standard AM signals.

We feel that our staff is not only qualified to operate an FM broadcast facility, but is able to effectively train new station members to be competent operators. Our plan is to continue the familiar AM carrier-current broadcasts and add a simultaneous FM broadcast. This would provide aspiring disc-jockeys with "on-the-air" training using the low-power AM system. We wish to stress the fact that only those persons who have demonstrated a proficiency and reliability on the AM system will be given authorization to do FM broadcasting. Some of our staff have had experience in commercial radio, and we realize that FM broadcasts must be more mature and more professional than those permitted on a low-power AM system. If WMSR is granted permission to operate an Educational FM radio station, students pursuing a career in broadcasting would have the opportunity to receive a more authentic background in this field, which would aid them in securing a position with a commercial radio station.

II. FCC Requirements

WMSR has been in touch with Educational FM Associates, of Duxbury, Massachusetts, an organization which has agreed to prepare the construction permit application (FCC Form 340) for a reasonable fee. We have received several fine letters of recomendation from colleges that have contracted with Educational FM Associates for this service. At this juncture, WMSR has received the results of a "frequency search" performed by Educational FM Associates, and we have been informed that three "very clear" frequencies are available for Educational FM broadcasts in the immediate vicinity of Millersville. Although Educational FM Associates will not be in charge of purchase or installation of the transmitting equipment, they guarantee that the application forwarded to the FCC will be technically correct. (Upon filing this application, we are required to give public notice of this action in a local newspaper.) A local First-Class engineer who has worked with WMSR for several months already, has consented to install the FM transmitting equipment according to FCC regulations, in conjunction with the maintenance department of the college.

The FCC requires that a person holding a Second-Class or First-Class operator's license be responsible for the installation and maintenance of the transmitting equipment. The local engineer mentioned earlier has agreed to serve in this capacity. The on-air personnel are not required to have an FCC license, however, a person holding at least a Third-Class operator's license must be in charge of the transmitting equipment whenever it is supplying power to the antenna. Several station members already hold a Third-Class license, and several other members have enthusiastically shown their desire to attain a Third-Class license, if WMSR "goes FM". Several persons who are not presently active in WMSR have expressed an interest in joining our staff and working toward an FCC license, if WMSR is granted an FM license.

After the transmitter has been installed and tested, the FCC issues a formal license to broadcast. These licenses are issued for three year periods and are regularly renewable after that period expires. The station is required to hold a copy of of its application, ownership report, and Program, Operating, and Maintenance Logs. The Program Log would be identical to the log already kept at WMSR, with entries indicating the time of all station I.D.'s and entries describing the nature of the programming. The Operating Log would consist of entries stating the time the transmitter begins to supply power to the antenna and the time it stops, along with any interruptions of the carrier wave or transmitter signal duration. Ten-watt Educational FM stations are not required to hold to a rigid broadcasting schedule, however, we plan to do our best to establish and maintain a regular broadcast/schedule; not only for the sake of the listening audience, but for the sake of professionalism and smoothness of operation within the station.

The First-Class engineer would be responsible for the Maintenance Log which would include notations of each instance the transmitter requires maintenance. Another item included in the Maintenance Log is the record of each frequency check done on the transmitting equipment. Although these checks are only mandatory upon installation,or, following any service performed on the frequency-affecting components of the transmitter or related equipment, the local engineer mentioned above has indicated that these checks will be performed on a regular basis.

These three logs must be kept at the station for two years and made available to any authorized representative of the FCC. The FCC does not require a minimum number of hours per week of "Educational" programming, and Educational FM stations of 10 watts or less, may broadcast cultural, news, sports, or entertainment programs to the public. All the regulations governing such stations are listed in FCC Rules and Regulations Volume III subpart C. A copy of this volume has been made available to the engineer supervising the technical aspects of this proposal, and an additional copy is available for reference in Ganser Library.

III. Cost

Stereo Proposal

Model	Description	Cost
BTE-15A	RCA Exciter	$4670
BFI-2C	RCA Antenna Circ. Polarized	690
4110	CBS Volumax Limiter	1750
AS40B	Sparta Console	1950 *
TEP-35	Sparta Turntable Pre-amp	135 *
4110	Modification of CBS Audimax	800 *
----	Input-Output Connector Kit	20
R0390	Main Frame Spare Parts Kit	25
R0392	Stereo Generator Parts Kit	25 *
----	Modification of Cart. Machine	350 *
----	Installation of 3 phone lines	75
----	Engineering Consultation Fee	700
----	Installation-Maintenance Fee	500
----	Miscellaneous Installation Fee	35
		$11725

Mono Proposal

Identical in all respects to above proposal, with the exception of each item marked with an asterisk (*). The total cost for this proposal is $8,440.